

**Coordinated
Incident
Management
System**



Visual Identity Guidelines

May 2021

1.

**Coordinated
Incident
Management
System**



2.

**Coordinated
Incident
Management
System**



3.

**Coordinated
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Management
System**



4.

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Summary:

The Coordinated Incident Management System logo is made up of a stylised map of New Zealand and the type 'Coordinated Incident Management System'.

Size:

The preferred size, excluding clearspace, is **40mm** wide.

The minimum size, excluding clearspace is **25mm** wide.

Logo Variations:

- 1. Full Colour:**
 - Preferred Version.
 - To be used against light backgrounds.
- 2. Reversed:**
 - To be used against dark backgrounds.
- 3. Positive:**
 - To be used in black-and-white documents.
- 4. Negative:**
 - To be used when logo has to be a single colour.
 - To be placed against dark backgrounds only.

File types:

Word documents:
.png

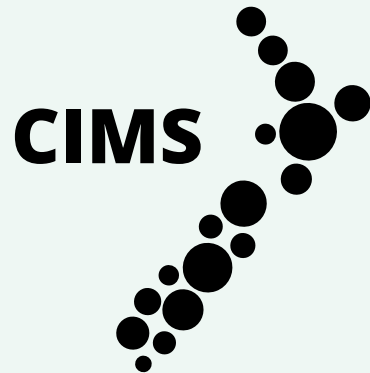
Websites/Digital:
.png

Print/Design documents:
.eps

Incorrect use:

Do not change or recreate the logo in any way. Use only the logo files provided to you and use as outlined in this visual identity guide.

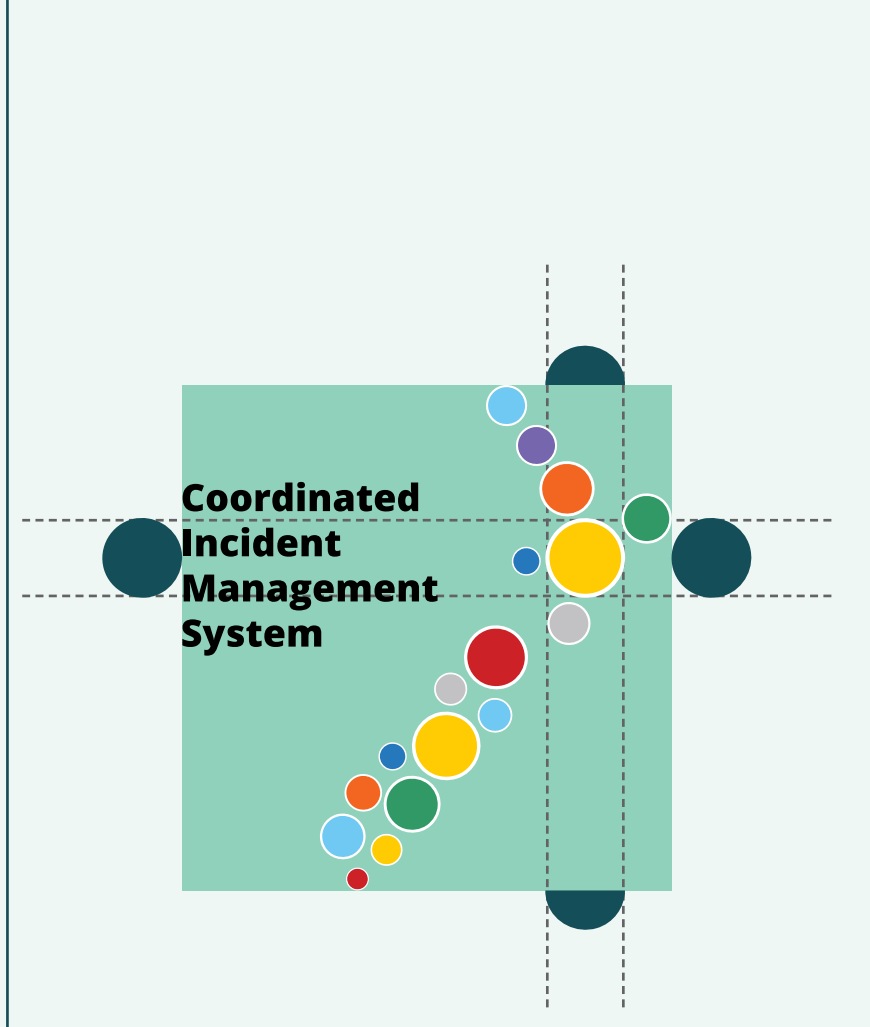
Logo



These versions of the Coordinated Incident Management System logo should only be used in specific circumstances, such as on social media.

This logo should also be used in instances where it is necessary for the logo to be smaller than primary minimum size.

Logo | Alternatives



Clearspace:

A minimum clearspace requirement for the logo applies – it is to be kept clear of text and imagery (except for background colours).

The clearspace requirement is proportional to logo size and is defined by the height of the Central (Yellow) Circle in the North Island of the stylised New Zealand – one circle clearspace on both faces of the X axis and half a circle on both faces of the Y axis.

Placement:

The Coordinated Incident Management System logo is to be placed in the top-left hand corner of word documents where appropriate.

New Zealand Govt. Logo:

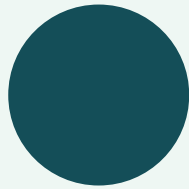
All external publications produced by the New Zealand Government must display a New Zealand Government brand signature.

Refer to Government Brand Policy and Guidelines, and the Technical Application Style Guide are available on the State Services Commission website.

www.ssc.govt.nz/

New Zealand Government

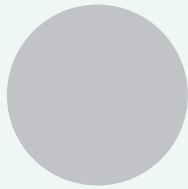
Logo | Placement



CIMS Teal:
 RGB: 2, 79, 88
 HEX: #024f58
 CMYK: 93, 54, 52, 33
 Pantone: 3165C



CIMS Turquoise:
 RGB: 144, 209, 187
 HEX: #90D1BB
 CMYK: 43, 0, 33, 0
 Pantone: 337C



Recovery Slate: RGB:
 194, 196, 198
 HEX: #c2c4c6
 CMYK: 0, 0, 0, 27



Controller White:
 RGB: 255, 255, 255
 HEX: #ffffff
 CMYK: 0, 0, 0, 0



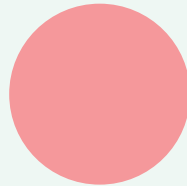
Support Red:
 RGB: 203, 32, 38
 HEX: #cb2026
 CMYK: 13, 100, 99, 4



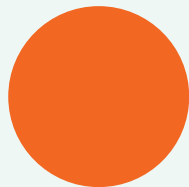
Safety Green:
 RGB: 49, 152, 102
 HEX: #319866
 CMYK: 79, 17, 77, 3



Intelligence Blue:
 RGB: 38, 119, 189
 HEX: #2677bd
 CMYK: 83, 49, 0, 0



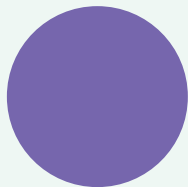
Planning Pink:
 RGB: 246, 152, 154
 HEX: #f6989a
 CMYK: 0, 50, 27, 0



Operations Orange:
 RGB: 242, 103, 34
 HEX: #f26722
 CMYK: 0, 73, 99, 0



Logistics Yellow:
 RGB: 255, 205, 3
 HEX: #ffcd03
 CMYK: 0, 18, 100, 0



PIM Purple:
 RGB: 118, 102, 173
 HEX: #7666ad
 CMYK: 61, 67, 0, 0



Welfare Blue:
 RGB: 113, 201, 241
 HEX: #71c9f1
 CMYK: 50, 3, 0, 0

The Coordinated Incident Management System colour palette incorporates two shades of green – CIMS Teal and CIMS Turquoise – as the primary and secondary colours of the brand.

Ten additional colours are included that reference the different Coordinated Incident Management System functions.

These colours should be used in moderation to support the primary and secondary colours.

Colours

Open Sans

Aā Eē Iī Oō Uū

Open Sans Light
Open Sans Regular
Open Sans Semibold
Open Sans Bold
Open Sans Extrabold

Segoe UI

Aā Eē Iī Oō Uū

Segoe UI Light
Segoe UI Semilight
Segoe UI Regular
Segoe UI Semibold
Segoe UI Bold
Segoe UI Black

The Coordinated Incident Management System uses two typefaces – a primary professional typeface for external publications and collateral made using design-orientated software such as the Adobe Creative Suite, and a secondary typeface more readily available for internal/external documents created in Microsoft Word.

Open Sans (Primary):

Use Open Sans for external publications and collateral made with specialised design software such as the Adobe Creative Suite. It is a non-standard typeface available for professional design use and can be obtained from Adobe Fonts.

Segoe UI (Secondary):

Use Segoe UI for internal/external documents made with Microsoft Office (e.g. Word, PowerPoint, Visio, Excel).

Segoe UI is a standard typeface in most operating systems.

Typefaces



National Emergency Management Agency

Te Rākau Whakamarumarū

For more help, or if you have any questions regarding the correct usage of the Coordinated Incident Management System logo or branding please contact the National Emergency Management Agency (NEMA) Communications Team.

Get in contact at:
emergency.management@nema.govt.nz

Contact